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DCI/IC 1566-75

6 February 1975

MEMORANDUM FOR:

SUBJECT : Utilization of Review of National Intelligence Data for Management Purposes

1. Detailed examination of PRD-generated data for the prototype Review of National Intelligence (See Attachment A) indicates that this data is useful for linking IC current intelligence production to the KIQs. The review data includes PRD judgments on the "KIQ relationship" and the "utility" of each product. As a supplement to the KEP derived data on IC KIQ production, the PRD data would add a useful dimension to analyzing the qualitative relationship between IC products and KIQs. An initial review by the R&A Branch of the prototype RONI was forwarded 19 December (See Attachment B).

2. The following recommendations are based on our review of the PRD developed data:

a. Account for all published articles. In November it was noted that of 1,129 NIO, NIB and DIN articles published, 81 were not reviewed. Although the geographic/topic areas of the 81 articles encompass substance not covered by the responsibilities of the NIOs, all the articles should be reviewed and/or accounted for, if only by count. This would raise the utility of RONI considerably, especially if it were to be used as an end of year aid to analyze community performance against KIQs.

b. Accommodate double counting. Some of the articles were reviewed by more than one PRD analyst, possibly resulting in "double counting". For example, of the total number of DIN articles reviewed (i.e., 273) there were reportedly 92 "double reviews".

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A methodology should be devised to account for those articles which cover more than one geographic/topic area, or KIQ.

c. Define terms used for describing "KIQ relationship" and product "utility". More precise definition of these terms would promote uniform usage among analysts and would ensure greater understanding by RONI recipients on the meaning of these terms. For each article an effort should be made to use only one descriptor for "KIQ relationship," and one for product "utility". If the "KIQ Relationship" is none, there should be no KIQ No. entry. If the reviewer believes that an article can be KIQ-related through additional analysis, a separate category should be created to indicate this possibility.

d. Standardize "Sources". The reviewers identified the "sources" from the contents and classification of each article. One article may have, of course, more than one source that contributes information. The judgments of the reviewers regarding sources are probably as good as they can be, considering the broad categories of sources. A more detailed analysis of contributing sources would require consultation with the authors of the articles and might not be worth the time such consultations would require. Expansion to the IC of CIA's Publication Source Survey (PSS) System (which relies on the authors of the articles to provide collection source information) should be considered as a way of developing a more useful linkage between product and collection methods.

e. Standardize geographic/topic categories. Although the categories adhere generally to the geographic/topic responsibilities of the NIOs and PRD analysts, [] and CIRIS geographic/topic categories should be used to provide a (more) uniform listing.

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f. Cautionary note regarding "Workload". Although PRD currently is reviewing only three intelligence publications (i.e., NID, NIB, DIN), the intent is to expand the review process to include more IC products. As expansion occurs, collection and analysis of the raw data will become more time-consuming. In order to present and handle additional data in a meaningful way, the data should be routinely entered into a data base for easy recall and statistical manipulation. This would assist PRD in compiling periodic reports and facilitate the use of the data (by MPRRD) for management purposes. Collection of the data for the three publications consumes about 50% of the reviewers time. Additional reviews will increase this percentage considerably. Daily review of products is probably not necessary for management purposes. One might review the above articles every other week, or even less frequently. Over a period of a year, any peaks and valleys created by lack of coverage would, for practical purposes, cancel out.

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